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TO: Examiner Catherine M. Colon, GAU 2163 fax-(703) 305-7687

FROM: Stephen J. Schultz, Reg. No. 29,108

DATE: March 26, 2003

NUMBER OF PAGES (NOT INCLUDING THIS): 19

In re application of: Usama F. Fayyad et al.

Serial No.: 09/401,439

Group Art Unit: 2163

Filing Date: September 22, 1999

Examiner: C.M. Colon

For: DATA MINING FOR MANAGING MARKETING RESOURCES

Our Docket: 15-948 - 4254

3603

Transmitted herewith is an Amendment and Transmittal for this application.

Claims Remaining After Amendment	Highest No. Previously Paid For	Additional Fee
43	64	0
(Indep.) 8	9	0

FAX RECEIVED

MAR 27 2003

OFFICIAL

GROUP 3600

Applicant believes no additional claim fee is required. If any additional extension and/or fee is required, this is the request therefor, and if any additional fee for claims is required, charge A/C #23-0630.

CERTIFICATION OF FACSIMILE TRANSMISSION

I hereby certify that this paper is being facsimile transmitted to the Patent and Trademark Office on the date shown below.

Karen Buzinski
Karen Buzinski

3/26/03
Date

Attorney's Docket No. 15-948 - 4254

Patent

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the
Application of:

USAMA M. FAYYAD ET AL.

Examiner: CATHERINE M.
COLON

Application No.: 09/401,439

Art Unit: 2163

Filing Date: 09/22/99

Title: DATA MINING FOR MANAGING
MARKETING RESOURCES

AMENDMENT TRANSMITTAL

The Assistant Commissioner for Patents
BOX AMENDMENT NO FEE
Washington, D.C. 20231

Transmitted herewith is an amendment for this application.

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MAR 27 2003

GROUP 3600

The fee for claims has been calculated as shown below:

CLAIMS	FOR	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE	CALCULATIONS
	TOTAL CLAIMS (37 C.F.R. § 1.16(c))	43	- 64	= 0	x \$18.00 =	\$ 0
	INDEPENDENT CLAIMS (37 C.F.R. § 1.16(b))	8	- 9	0	x \$84.00 =	\$ 0
	MULTIPLE DEPENDENT CLAIMS (if applicable) (37 C.F.R. § 1.16(d))				+ \$280.00	\$ 0.00
	Total of Above Calculations =					\$ 0
	Reduction by 50% for filing by small entity (Note 37 C.F.R. §§ 1.9, 1.27, 1.28).					0
	TOTAL =					\$ 0

_____ A verified statement to establish small entity status under 37 C.F.R. §§ 1.9, 1.27:
 _____ is enclosed.
 _____ was previously filed.

_____ A check is enclosed to cover the \$ fee for the presentation of additional claims.

 X Applicant believes that no extension of time is required. However, this conditional petition is being made to provide for the possibility that Applicant has inadvertently overlooked the need for a petition for an extension of time.

_____ Applicant hereby petitions for a:

_____ one month (37 C.F.R. § 1.17(a): \$110.00/\$55.00)
 _____ two month (37 C.F.R. § 1.17(b): \$400.00/\$200.00)
 _____ three month (37 C.F.R. § 1.17(c): \$920.00/\$460.00)
 _____ four month (37 C.F.R. § 1.17(d): \$1,440.00/\$720.00)
 _____ five month (37 C.F.R. § 1.17(d): \$1,960.00/\$980.00)

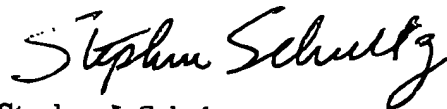
extension of time pursuant to 37 C.F.R. § 1.136(a). If an additional extension of time is required, please consider this a petition therefor.

_____ A check is enclosed to cover the \$ extension of time fee under 37 C.F.R. § 1.17.

_____ Charge Deposit Account No. 23-0630 in the amount of \$.

X The Commissioner is hereby authorized to credit any overpayment or to charge any fees under 37 C.F.R. §§ 1.16, 1.17 in connection with this communication to our Deposit Account No. 23-0630.

Respectfully submitted,



Stephen J. Schultz
Registration No. 29,108

Date: March 26, 2003

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Amend 16/c
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PATENT
3/31-03

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

USAMA M. FAYYAD et al.

Serial No.: 09/401,439

Group Art Unit: 2163

Filed: September 22, 1999

Examiner: Colon, Catherine M.

For: Data Mining for Managing Marketing Resources

Docket: 15-948

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Assistant Commissioner for Patents
Box AF Amendment
Washington, D.C. 20231

RULE 116 AMENDMENT

Dear Sir:

In response to the Office Action dated January 24, 2003, please amend this application as follows:

In the claims:

Please amend claim 1 to incorporate the subject matter of allowable claim 9

sub
1. (Three times Amended) A method for managing a marketing campaign, comprising:

C1
providing a data mining engine capable of being trained with training data; and
capable thereafter of performing inferences relative to the training data and on additional data;

providing a user database containing observed characteristics of each one of a set of users, the characteristics comprising at least one of: (a) at least one of the user's attributes,